

13. BASIC FUNCTION OF POSITION

Under the general supervision of the Information Officer and the overall guidance of the Counselor for Public Affairs, the Information Specialist (Broadcast/Print Media) bears primary responsibility for public diplomacy efforts involving broadcast/print media and related public opinion monitoring. Arranges press coverage of significant events important to the Mission and prepares media reaction reports. Performs other duties as assigned.

14. MAJOR DUTIES AND RESPONSIBILITIES

% OF TIME

1. Broadcast Media Monitoring and Reporting:

40%

Reviews daily broadcast media output in Afghanistan for coverage of issues and events that impact the U.S. Mission. Prepares daily media reaction reports. Reviews daily "Washington File" report and selects appropriate articles for further dissemination to key contacts. Tracks key talk shows and commentators for additional

perspectives on Afghan official and public opinion relevant to U.S. policies and activities. Assists the IO in reporting on trends and developments in the Afghan media environment.

2. Press Events

25%

Together with the Information Specialist for Print Media, coordinates all Mission press events, including but not limited to press conferences, interviews, and roundtable discussions. Drafts press releases, talking points, fact sheets, and briefing papers for the Ambassador, other Mission elements, and official visitors. Records and reports resulting coverage. As required, travels throughout Afghanistan with the Ambassador or other Mission elements to provide press support. Advises on local media environment and suggests opportunities to encourage maximum positive coverage by traveling and local media. Works with a wide range of contacts within and outside the Mission to arrange support. As needed during press events, provides translation of Dari and/or Pashto to English and vice versa.

3. Contact Development:

20 %

Establishes an extensive range of high-level contacts with the broadcast media community in Afghanistan, including journalists, government officials, the press advisors of all ministries and major institutions, media house owners, directors, producers, performers, editors, and commentators. Maintains sufficient daily contacts with these individuals to facilitate most fair and favorable coverage possible of USG activities and policies. Enters new contacts into the contact database and manages records for all broadcast media contacts. Recommends and plans representational events for PAO.

4. Media Program Development and Management:

15%

Coordinates with Department of State contacts in Washington D.C. to promote placements and use of USG broadcast media, including Voice of America and American Embassy Television Network (AETN) programming. Coordinates special projects to develop positive news and feature coverage of U.S. Mission activities in Afghanistan, enlisting support and cooperation of Afghan, regional, and international broadcasters. Oversees production of all Washington-sponsored media projects, including identifying local media professionals and crew available for contract work. Develops feature and news magazine proposals for Afghan broadcasters traveling to the United States. Identifies and recommends Afghan journalists suitable for USG-sponsored exchange programs.